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1854?

THE COLONIAL
LIFE ASSURANCE COMPANY.

CAPITAL, £1,000,000 STERLING.

GOVERNOR.

THE RIGHT HONORABLE

THE EARL OF ELGIN AND KINCARDINE.

EDINBURGH, 5 GEORGE STREET.

(HEAD OFFICE.)

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THE COLONIAL

LIFE ASSURANCE COMPANY.

TABLE OF RATES.

For an Assurance of £100 with and without Profits, covering risk of residence in Europe, British North America, Northern part of United States, Cape Colony, Australia.

CLASS A.

Age.	Annual. Premium without Profits.	Annual Premium with Profits.	Age.	Annual Premium without Profits.	Annual Premium with Profits.
15	£1 11 2	£1 14 0	40	£3 0 0	£3 5 6
20	1 15 1	1 18 4	41	3 2 0	3 7 8
21	1 16 0	1 19 4	42	3 4 0	3 9 10
22	1 16 10	2 0 3	43	3 6 1	3 12 1
23	1 17 9	2 1 2	44	3 8 5	3 14 7
24	1 18 9	2 2 3	45	3 10 9	3 17 3
25	1 19 8	2 3 3	46	3 13 3	3 19 11
26	2 0 9	2 4 5	47	3 16 0	4 3 0
27	2 1 10	2 5 7	48	3 18 10	4 6 0
28	2 2 11	2 6 10	49	4 2 0	4 9 5
29	2 4 0	2 8 0	50	4 5 3	4 13 0
30	2 5 2	2 9 4	51	4 8 10	4 16 11
31	2 6 5	2 10 7	52	4 12 8	5 1 1
32	2 7 8	2 12 0	53	4 16 10	5 5 7
33	2 9 0	2 13 6	54	5 1 5	5 10 7
34	2 10 5	2 15 0	55	5 6 4	5 16 0
35	2 11 10	2 16 7	56	5 11 6	6 1 8
36	2 13 5	2 18 3	57	5 16 10	6 7 5
37	2 14 11	2 19 11	58	6 2 6	6 13 7
38	2 16 7	3 1 8	59	6 8 6	7 0 2
39	2 18 4	3 3 7	60	6 14 11	7 7 1

These Premiums can also be paid by half-yearly or quarterly instalments, or under *Half-credit* system.

CLASS A.

Persons Assured in this Class have permission to reside—

In **BRITISH NORTH AMERICA.**

In any part of the **UNITED STATES** of **NORTH AMERICA,** to the northward of the southern boundaries of the **STATES** of **VIRGINIA** and **KENTUCKY,** eastward of the 100° of west longitude; and from 30th November to 1st June persons may travel or reside in any part of the United States and Territories as organized in 1847. Residence to the southward and westward of the above limits charged at an increased rate, according to circumstances.

In any part of **EUROPE.**

In the **MAURITIUS.**

In **AFRICA** (Cape Colony), to the southward of 30° of south latitude.

In **AUSTRALIA** (including **NEW ZEALAND**), to the southward of 30° of south latitude. The northward of that limit charged at an increased rate, according to circumstances.

VOYAGES.

Persons Assured in this Class have permission to pass—

From any part of **NORTH AMERICA** to another, within the limits before specified, without extra charge.

Betwixt any **EUROPEAN** Port and any **NORTH AMERICAN** Port within the above limits, without extra charge.

From any part of **EUROPE** to another, without extra charge.

From any **EUROPEAN** Port to the **CAPE OF GOOD HOPE** or **MAURITIUS,** without extra charge.

From any **EUROPEAN** or **NORTH AMERICAN** Port within the above limits to **AUSTRALIA** or **NEW ZEALAND,** at £1 per cent. each voyage.

PERSONS Assured in this Class may proceed to those parts of the world embraced by any other Class, paying the corresponding Premium, in terms of General Regulations and Conditions.

CLASS A.

SHORT PERIODS.—WITHOUT PROFITS.

RATES, by Annual Payments, for Assurance of £100, to be paid at the Death of a Party, if it shall happen within a certain specified term of years.

GE.	ONE YEAR.			FIVE YEARS.			SEVEN YEARS.			TEN YEARS.			AGE.
	£	s.	d.	£	s.	d.	£	s.	d.	£	s.	d.	
15	0	16	11	0	17	9	0	18	1	0	18	11	15
16	0	17	4	0	18	3	0	18	10	0	19	5	16
17	0	17	10	0	18	9	0	19	2	0	19	10	17
18	0	18	3	0	19	2	0	19	8	1	0	4	18
19	0	18	9	0	19	8	1	0	2	1	0	11	19
20	0	19	3	1	0	2	1	0	8	1	1	5	20
21	0	19	8	1	0	8	1	1	2	1	2	0	21
22	1	0	3	1	1	3	1	1	11	1	2	7	22
23	1	0	8	1	1	10	1	2	4	1	3	1	23
24	1	1	4	1	2	4	1	2	11	1	3	9	24
25	1	1	11	1	2	11	1	3	6	1	4	4	25
26	1	2	5	1	3	6	1	4	1	1	5	0	26
27	1	3	0	1	4	2	1	4	10	1	5	7	27
28	1	3	7	1	4	9	1	5	4	1	6	4	28
29	1	4	2	1	5	5	1	6	1	1	7	0	29
30	1	4	10	1	6	1	1	6	8	1	7	8	30
31	1	5	5	1	6	8	1	7	4	1	8	4	31
32	1	6	1	1	7	5	1	8	2	1	9	1	32
33	1	6	10	1	8	1	1	8	10	1	9	10	33
34	1	7	5	1	8	10	1	9	7	1	10	8	34
35	1	8	3	1	9	7	1	10	4	1	11	5	35
36	1	8	11	1	10	5	1	11	2	1	12	3	36
37	1	9	7	1	11	2	1	11	11	1	13	0	37
38	1	10	5	1	12	0	1	12	9	1	13	11	38
39	1	11	3	1	12	9	1	13	6	1	14	9	39
40	1	12	0	1	13	7	1	14	6	1	15	8	40
41	1	12	11	1	14	7	1	15	4	1	16	7	41
42	1	13	9	1	15	5	1	16	3	1	18	6	42
43	1	14	7	1	16	4	1	17	1	1	18	6	43
44	1	15	5	1	17	2	1	18	2	1	19	5	44
45	1	16	4	1	18	1	1	19	0	2	0	5	45
46	1	17	3	1	19	2	2	0	2	2	1	10	46
47	1	18	3	2	0	2	2	1	1	2	3	8	47
48	1	19	3	2	1	2	2	2	1	2	5	7	48
49	2	0	3	2	2	3	2	3	9	2	8	0	49
50	2	1	3	2	3	3	2	6	0	2	10	10	50
51	2	2	3	2	5	3	2	8	6	2	14	1	51
52	2	3	5	2	7	11	2	11	10	2	15	10	52
53	2	4	5	2	11	3	2	15	5	3	2	0	53
54	2	5	7	2	15	6	3	0	0	3	6	10	54
55	2	11	2	3	0	6	3	5	2	3	12	5	55
56	2	16	8	3	5	6	3	10	5	3	18	2	56
57	3	0	10	3	10	7	3	15	10	4	4	1	57
58	3	5	7	3	16	1	4	1	9	4	10	7	58
59	3	10	9	4	2	0	4	8	2	4	17	7	59
60	3	16	3	4	8	6	4	15	0	5	4	0	60

The first Division of the Company's Profits took place as at 25th May 1854, when a Bonus at the rate of £2 per cent. per annum on all Policies effected in the Participation Scheme of the Company was declared, as shewn in the following Table, the examples being Policies of £1000 :—

Policy opened before	Original Sums Assured.	Bonus Additions.	TOTAL SUMS ASSURED.
25th May 1847,.....	£1000	£160	£1160
" 1848,.....	1000	140	1140
" 1849,.....	1000	120	1120
" 1850,.....	1000	100	1100
" 1851,.....	1000	80	1080
" 1852,.....	1000	60	1060
" 1853,.....	1000	40	1040
" 1854,.....	1000	20	1020

Thus Sums assured before 25th May 1847, have been increased by 16 per cent.

The additions to Policies of larger or smaller amount are in the same proportion.

From the wide basis on which the Company has been established,—from the extensive field of business which it is cultivating,—and from the success which has attended its operations, the Directors look forward to large future Profits available to their Policy-holders; and they do not think they over-estimate the advantages of the Company, in stating that no Office has extended its business to the Colonies of Great Britain, affording so many facilities, and at the same time holding out the prospect of so much advantage to Assurers.

The Rates of the Company.

These will be found moderate, and, looking to the facilities and advantages afforded by the Company, they may be considered more advantageous, and virtually less expensive, than those of any other Life Assurance Institution doing business in the British Colonies.

General Regulations and Conditions.

These have been framed with much care, with the view of making the Company's Policies available securities of the most perfect kind, with as much freedom to the Policy-holder as may safely be granted. The Directors invite particular attention to the following :—

CLAIMS paid in British North America at the end of three months, or immediately, if preferred, on discount.

POLICIES WITH PROFITS purchased at any time after payment of one year's Premium, and Policies without Profits for the whole term of life, after three years' Premiums have been paid.

AGE AND INTEREST admitted on the Company's Policies in all cases where proof is given satisfactory to the Directors.

THIRTY DAYS OF GRACE allowed for payment of Premiums, and in the event of death taking place during the currency of these days, before payment of the premium, the risk binding on the Company, if payment be made before the days of grace expire.

ASSURANCES FORFEITED may be revived within three months of the date at which the Premium became due, on proof of health, satisfactory to the Directors, and payment of a fine of ten per cent, on the Premium in arrear.

NO EXPENSES in connexion with obtaining Policies. Medical Fees, including Fee to Private Medical Attendant paid by the Company.

LIFE ASSURANCE.

It is a truth that will scarcely bear reflection, that in this country, and in the middle of the nineteenth century, the proportion of heads of families who have adopted Life Assurance as a provision for their dependents is so infinitely small as to be scarcely deserving credence. Can it be that its nature is so little understood? Or shall we say that self-love reigns predominant in the hearts of those to whom this most invaluable blessing is directed? We will endeavour to lay before our readers a few concise observations, which, if heeded, will be conducive of welfare and happiness to those who are near to us by every tie of nature.

The investigations of learned men into the law of chances, and the accurate information conveyed to us by recent statistics of mortality, have reduced into a science that which was once looked upon as speculative. It is now a well ascertained fact, proved by every day's experience, that out of a given number of individuals now

living, a *certain proportion* will die annually,—some few live to "a good old age," but there are others who must "shuffle off this mortal coil" long before the allotted age of man.

Few there are, in the middle walks of life, who can set aside a sum sufficient to ensure a comfortable maintenance for those who are dependent upon them for support, should they die prematurely; but how many are able to spare a small portion of their *life-income* periodically, with a little prudence and economy, to invest in a Life Assurance? Surely this is a subject which ought to occupy the attention of both young and old, it is of such vast importance to all classes of society. However great may be our repugnance to entertain a prospect of death—remote or premature as the case may be—still it is certain to overtake us at last. Reader, do not object, and say that you cannot afford to set aside a portion of your income. Look on your family, and ask yourself this question: If with the means now at my command I cannot spare anything, what would be their condition in the event of my death? "The good man leaveth an inheritance to his children's children," says Solomon; but what shall be said of the man who, loving his children, and being beloved by them, can see them growing up around him in the enjoyment of every comfort in his power to provide, and yet they may be suddenly, perhaps accidentally, deprived of all by the snapping of a brittle thread! What a heart-rending prospect to reflect on; what horrible pictures will present themselves to the parent who acts thus, in his last moments,—all that he holds dear in this world is thrown on the doubtful kindness of relatives, the forced charity of

friends, or perhaps be driven to the lowest depths of infamy and degradation, to enable them to obtain a miserable subsistence.

The nature of Life Assurance is such that it may be rendered subservient to almost every contingency affecting human life, so numerous are its benefits. But the principal feature of Life Assurance is to create a *bequeathable property* by trifling periodical investments. It may also be resorted to by the young, as a refuge in declining years. Or, as an endowment for children. By the possessors of entailed property, to portion the younger branches of families. On marriage, to secure the conditions of settlement. By persons who become borrowers of money, to secure a sufficient sum to repay a loan in the event of death. To holders of leasehold property, dependent on a life or lives. To expectants of property in reversion, to secure a portion against contingency. By all who have a pecuniary interest in the life of another; and, in fact, in almost every commercial transaction involving the risk of human life.

Life Assurance Companies generally, and very wisely, compute the average of mortality somewhat higher than it really is, in order that they may be prepared for any extraordinary visitation of Providence. In this respect, most reflective minds will concur, for it creates a fund to meet any emergency; should it not be thus required the assured reap the benefit in the shape of bonuses added to their policies, applied in the reduction of their future premiums, or returned to them in cash. This is important to all who assure early in life, for their premiums may be gradually diminished so as to dwindle down to a mere nothing; or their policies may be

increased in value as to be worth double the amount originally assured. Of course, if the bonus is received in cash the advantage will not be so great—the capital being withdrawn the interest will cease, but let it remain it will necessarily accumulate.

Some persons may be disposed to prefer a Savings bank to accumulate their stock of surplus capital or earnings, and make regular deposits therein, with the view of meeting the future wants of their families. But who can guarantee the carrying out of his intentions for a few months, much less for years? It might, and frequently does happen, that persons die early in life possessed of sums of money thus deposited, and after their funeral expenses are paid, and affairs wound up, there is not a shilling left for those who stand in the greatest need of it. Thus, the loss of an affectionate father and husband is surrounding a sorrowing widow, with children crying for food which she has not, or which she must deal out with a stinted hand! What a contrast, when compared with such a provision as Life Assurance offers! After the first premium is paid, should death then seize upon his victim, there is a certain fund to provide for the fatherless and widow, which shall place them beyond the reach of want, and enable them to sustain their position in society. It may here be said by some persons, should my circumstances become altered, I should be enabled to withdraw my savings in one case but not in the other. This is an erroneous supposition. Life Assurance Companies will at all times make advances on policies proportionate to their value; and how frequently has this saved trades-

men from utter ruin, when their savings have been invested in a Life Assurance.

Life Assurance is founded on the same principles as Fire Insurance, with this marked difference—in the one case you make regular contributions towards a sum that is *certain* to be realised, sooner or later; but in the other, you subscribe towards a fund to meet the misfortunes of others, it may be your own, but how few there are (comparatively speaking) who are placed in a position to enable them to participate in its benefits.

Life Assurance is no visionary scheme, aiming at impracticable ends;—it offers security to all, and relief to the unfortunate. Human life is proverbially uncertain; but when we look at the experience of society at large over lengthened periods of time, we find the cheering fact, that ungovernable chance does not exist, and that what is commonly looked upon as uncertainty is governed by fixed laws of order. Life is uncertain in an individual case, but when our observations are extended from individuals to communities, we find that deaths, births, and other apparently anomalous events occur with a marked regularity over equal portions of time, so that we arrive at the average length of life as well as the comparative length of life between the sexes. Thus, the science of Life Assurance consists of calculating what the annual premiums must be in each case, so as to yield the sum assured at death, in addition to the expenses of management, so that premature death on the one hand, is counterbalanced by the gains from prolonged life on the other; the whole

fabric rests on a secure basis, as firm as if it were founded on a rock.

Reader, should disease and death arrest your steps, what will be your feelings when you behold your weeping, helpless dependents, gathered round your dying pillow, and the thought flash across your mind that you might have left them in comfort, perhaps in affluence, that the means for doing so were at hand, explained to you, urged upon you, but you refused? Oh, spare yourself the possibility of so agonising a thought distracting your last moments! Many persons experience a little difficulty at first in laying aside regularly a small portion of their income to be paid as a premium on a Life Assurance,—but this is easily surmounted after the first instalment is paid, when all becomes secure—it then becomes a regular item in the annual expenditure, and is no longer liable to be employed in the gratification of a passing whim of the day. Calm reflection will convince any man, that there is no individual in society, above a condition of abject poverty, who is not morally bound to avail himself of its proffered advantages. It is available to all classes of society. To the benevolent mind, Life Assurance presents a pleasing aspect; it unites prudence with benevolence; its mission is to relieve the destitute, comfort the widow, and protect the orphan. There is no one too wealthy not to stand in need of it; there is scarcely a labourer too poor to share its benefits.

Look at the vast amount of misery and destitution throughout our land, which might, in most instances, have been averted. The poor governess, without a home,—the needy sempstress, compelled to toil night and

day, to obtain her too scanty pittance,—the poor lady or gentleman, scarcely able to obtain a subsistence. The inmates, too, of our Orphan asylums, Magdalens, and other *charitable* institutions, workhouses, gaols, and penitentiaries, at one time destined to fill important places in society, could furnish heart-rending illustrations of their miseries, and of the improvidence of parents towards their offspring. Look, again, at the appeals to the charitable, daily renewed in the newspapers—widows, orphan daughters, and fatherless children of professional men left to the *tender* mercy of the world thus to solicit charity. Surely a remedy may be found in Life Assurance, that will soothe the widow's anguish, and gladden the orphans' heart in their bereavement. Cannot a single luxury or a temporary gratification be dispensed with, to enable you to make so beneficial an investment? Consider what will be the inheritance of those little ones in case your death should leave them unprovided for—sudden destitution, the breaking up of home, and descent into poverty! Can you coldly contemplate the possibility of the imposition of its iron hand in the bitter hour of bereavement? Can you reflect upon the bare chance of your wife having to earn a scanty portion of daily bread for your orphan children without an effort to avert so fearful a calamity? You *can* ward off these miseries, and secure them from dependence and want.

It is to be hoped that the immense importance of Life Assurance will be more seriously and earnestly considered,—practised by all those who can appreciate its merits and claims—and that, too, *without delay.* Let none neglect it while they can so easily discharge it. *Let the claims of home be considered before any other.*

Do not depend on the patronage of others. Every man should remember that self help is the root of all virtue, freedom and prosperity.

Reader, pause and reflect! Have you not a poor relation in your own family circle, whose misfortune may clearly be traced to a want of forethought on the part of a parent or husband? Have *you* never felt it to be a duty you owe to those whom you have been the means of bringing into existence and surrounded with every comfort, to provide for them in the event of your decease? Let us hope that the time is not far distant when Life Assurance shall be generally adopted, and the memory of the man who neglects so important a duty be held up to scornful reprobation, for leaving his offspring a legacy to society, whilst its adoption would certainly be the means of conferring inestimable benefits on his helpless dependents, as its neglect will surely cause a large amount of unavailing anguish on his dying pillow, and be the means of consigning those who are nearest and dearest to him to penury and want!

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